

o Rock

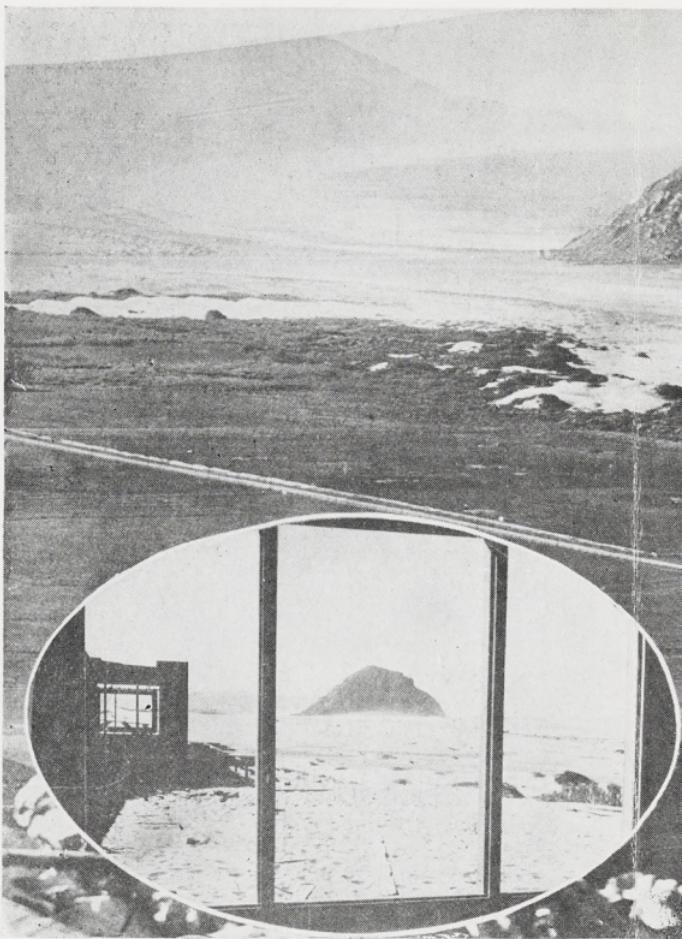
ATASCADERO BEACH



The Cloisters from the Dunes

*The ATASCADERO BEACH
LAND and IMPROVEMENT
COMPANY*

ATASCADERO, CALIFORNIA



The Rock from the Cloisters

There Is No More Beautiful Beach In California

ATASCADERO BEACH is three miles of seashore and sand dunes several hundred feet wide, with a littoral of half a mile, backed by the first range of the Santa Lucia mountains. On one side is the fishing village of Morro with its bay, dominated by Morro Rock which guards the entrance, and rises out of the water 576 feet.

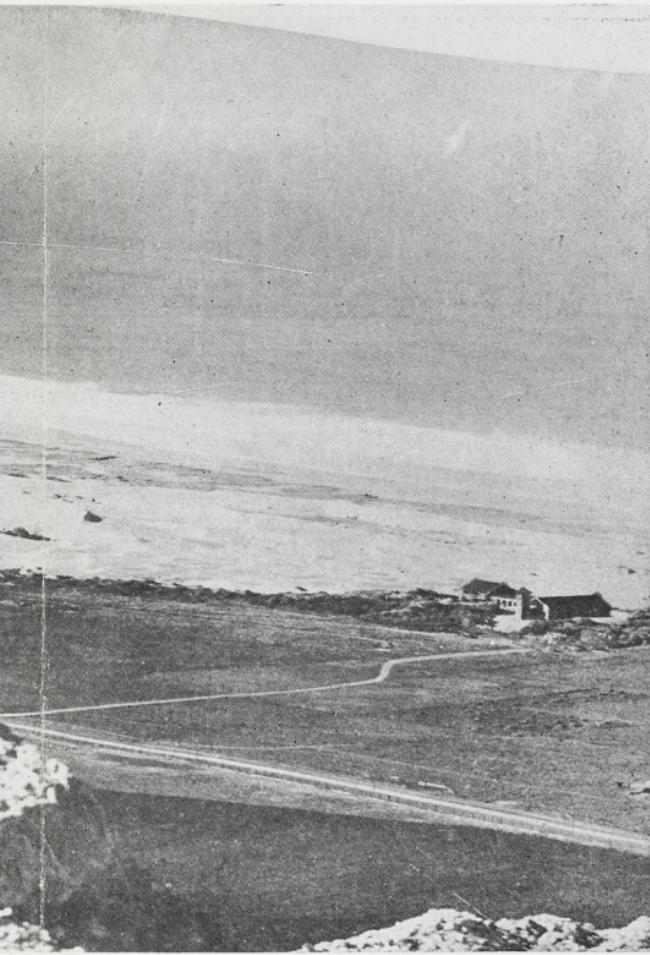
On the other side is the quaint town of Cayucos. Through the Beach property runs the first link of the new coast military highway, connecting San Luis Obispo with Monterey. This road is now concrete fifteen miles into San Luis Obispo, and together with the improved road up Morro Canyon to Atascadero, eighteen miles away, offers easy communication with all parts of the county.



Morro Rock

Atascadero Beach will be the first improved beach touched by motorists using the new coast highway after they leave Carmel. This new highway is now being graded and will probably be ready for tourists in 1925. When it is completed it will be the most wonderful scenic highway in the world and will attract an immense pleasure travel. The attractive setting which Atascadero Beach has, in the hollow of Estero Bay, with the Santa Lucia Mountains for a background and the near views of headlands running out into the ocean, differentiates it from those resorts which are





The Cloisters

set on the edge of the sea without any beautiful natural surroundings to relieve the eye.

*The Cloisters Is Your
Country Club*

For three years The Cloisters Inn has served the traveler and vacationist in an hospitable manner, that has gained an enviable reputation for its comfortable and homelike surroundings. The completion of the two roads during 1921 have made it very accessible, and created such a demand for accommodations that a number of cottages had to be built for the guests. The Beach is a wonderful stretch of sand, sloping off so gently into the ocean that there are neither undertow nor currents to interfere with the bathing. The sand dunes are a delight for the children. The broad fields between the dunes and the base of the mountains are on a bench that sets well above sea-level. Here the development of the land for residents



A welcome corner at the Cloisters on cool summer evenings.

has taken place; so that one may select a lot on the bench near the beach, or back further in the hills commanding a fine view of the ocean. Above the line of the subdivisions, a nine-hole golf course has been constructed, overlooking the vast expanse of the Pacific, which spreads out between Point Buchon and Point Esteros.

*Restrictions Protecting Your Interest
Make Environment Homelike
and Congenial*

From this you can see that Atascadero Beach is quite different from the usual run of



View of the beach looking north, with hills in

seaside resorts. But it is not alone in its natural setting that Atascadero Beach makes its appeal; for even though given every natural advantage, it would be easy to take away from them by permitting an improper development. One thinks of a seashore resort as a collection of cheap buildings and tents, on very small plots of grounds, with an amusement center where concessionaires completely defeat the beautiful natural impression. Atas-



Golfing in the cool breezes off the Pacific.

cadero Beach will never have any of these objectionable features. There are restrictions which govern the class of buildings which may be erected, exclude any but Caucasians from owning land, set aside a definite area for business, and prohibit ordinary amusements from interfering with a wholesome environment. In other words, Atascadero Beach is a wholesome place where one may have a seashore home and leave his family in an environment as congenial as that which they enjoy at



Hills in rear and Cloisters at right. This beach is three miles in length and ou

other times of the year. The climate is mild in winter and cool in summer, making the beach an ideal year-round resort.

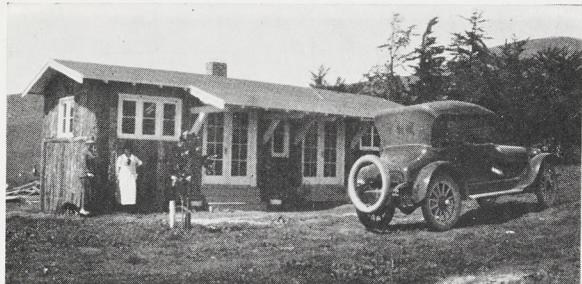
New State Highways Make Beach Accessible From Everywhere

The development of the Beach has been principally held up waiting for good roads. There is now a concrete road as far as Union on the Cholame Lateral, which is being graded from Union to Cholame during 1922. Seventeen miles of this road is being surfaced west from Lost Hills, which will leave but thirty-five miles of country road from the valley highway at Famosa to Paso Robles. From the vicinity of Fresno there is an excellent road used by the stages via Coalinga into Paso Robles, or a concrete road to Hanford and thence over a country road to connect at Cholame with the new lateral. The Atascadero Estates, in co-operation with the county, have built an excellent road from Atascadero to Atascadero Beach, through Morro Canyon, which cuts off twenty miles that otherwise must be driven in going via San Luis Obispo.

What could be more delightful than owning a summer home in such attractive surroundings, where one may have relief from the heat of the interior? It takes but five



and our property takes in the hills in the rear.



Only cottages like this may be built at the Beach. No shanties nor tent cities to mar the beauty.

hours to motor from the Valley Highway to the beach.

*Invest In Recreation And Health Where
The Invigorating Ocean Breezes Blow*

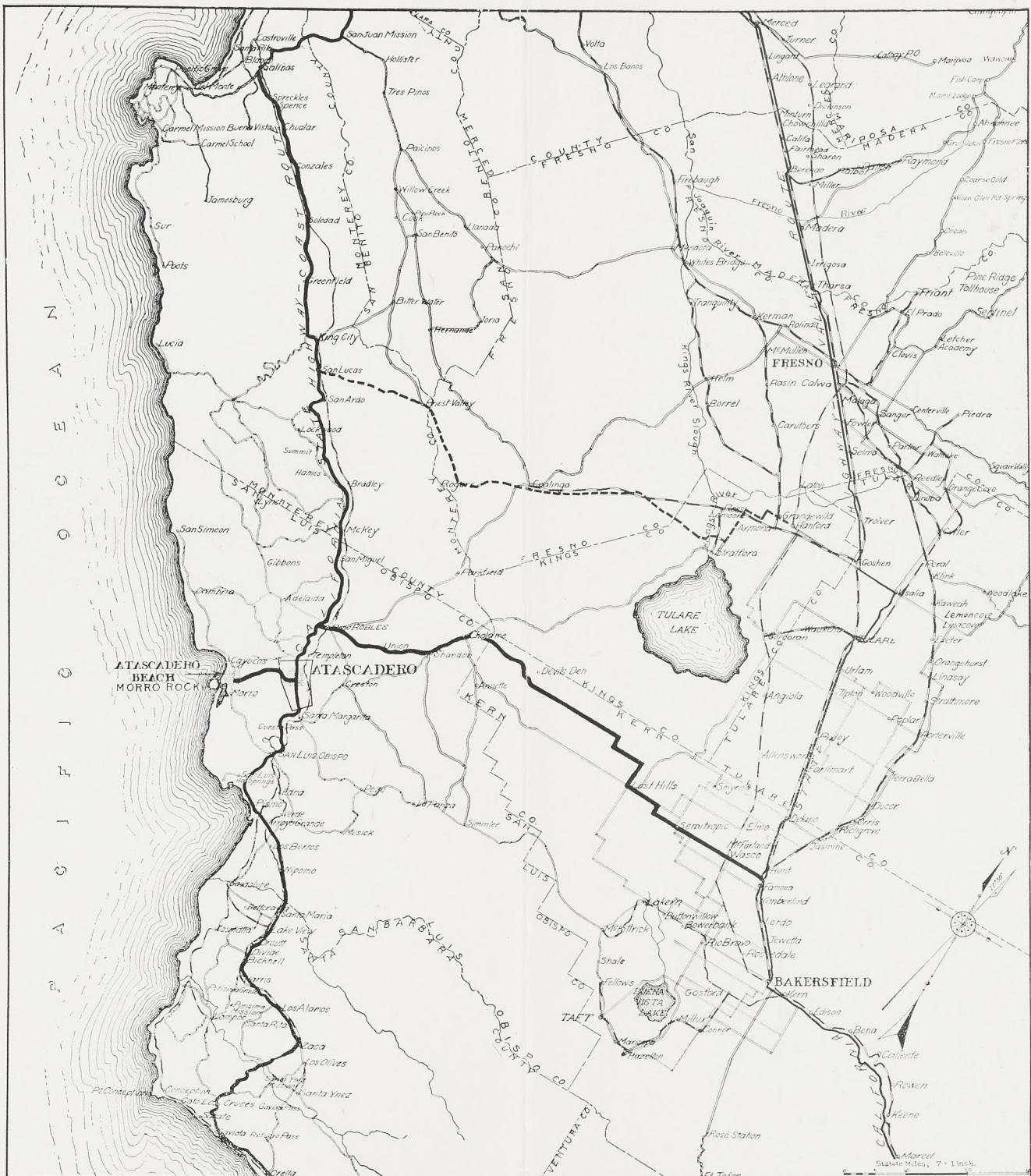
Fifteen acres of the Beach subdivision has been improved with roads, water and electric light. The lots in this section vary in price from \$7.50 to \$12.50 per front foot. Cottages may be built through the Home Builders' Service Bureau at Atascadero, varying in price from \$750 to \$2,500. The Home Builders' Service Bureau will supervise the construction. Arrangements have been made with contractors whereby the construction can be pooled so as to materially reduce the cost of building.

You will find Atascadero Beach a pleasant place to visit for a week-end, to personally investigate the property and see for yourself how much better it is than has been described. Besides the Cloisters and cottages there is an auto camp at the Beach. The Atascadero Inn and an auto camp provide for your convenience at Atascadero itself.

For further information address:

**The ATASCADERO BEACH
LAND and IMPROVEMENT
COMPANY**

ATASCADERO, CALIFORNIA



Stage lines run through Santa Margarita and Taft to Bakersfield, and through Paso Robles and Coalinga to Fresno. The new Coast Scenic Highway from San Simeon to Pools will triple the value of property at Atascadero Beach.



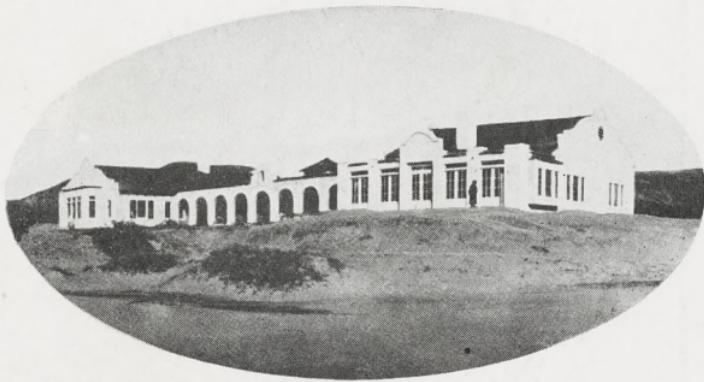
Morro Road leads off through the poplars from the State Highway at the Civic Center of Atascadero, and



passes through Morro Canyon to the new Coast Highway. The Cloisters at the Beach is 18 miles away.



ATASCADERO BEACH



The Cloisters Inn

*The ATASCADERO BEACH
LAND and IMPROVEMENT
COMPANY*

ATASCADERO, CALIFORNIA